

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 581488 /		<u>Alt Order #</u> 09836774
<u>Product</u> ROMNEY FOR PRESIDENT		
<u>Contract Dates</u> 10/05/12 - 10/09/12		<u>Estimate #</u> 288
<u>Advertiser</u> Romney/R/ President		<u>Original Date / Revision</u> 10/05/12 / 10/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

American Rambler Production
138 Conant Street
Beverly, MA 01915

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/08/12	10/09/12	M-F 5a-530a	5a-530a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				1	\$335.00			
N 2	6	10/08/12	10/09/12	M-F 530a-6a	530a-6a		:30			NM	2	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$735.00			
N 3	6	10/08/12	10/09/12	M-F 6a-7a	6a-7a		:30			NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				1	\$585.00			
N 4	6	10/08/12	10/09/12	M-F 6a-7a	6a-7a		:30			NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				1	\$1,050.00			
N 5	6	10/08/12	10/09/12	M-F 7a-8a	7a-8a		:30			NM	1	\$635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				1	\$635.00			
N 6	6	10/08/12	10/09/12	M-F 7a-8a	7a-8a		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				1	\$1,100.00			
N 7	6	10/08/12	10/09/12	M-F 8a-9a	8a-9a		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				1	\$565.00			
N 8	6	10/08/12	10/09/12	M-F 8a-9a	8a-9a		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				1	\$900.00			
N 9	6	10/08/12	10/09/12	M-F 9a-10a	9a-10a		:30			NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$335.00			
N 10	6	10/08/12	10/09/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$300.00			
N 11	6	10/08/12	10/09/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$315.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
581488 /	09836774

Contract Dates	Product	Estimate #
10/05/12 - 10/09/12	ROMNEY FOR PRESID	288

Advertiser	Original Date / Revision
Romney/R/ President	10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 12	6	10/08/12	10/09/12	M-F 4p-430p	4p-430p		:30			NM	3	\$945.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/08/12	10/14/12	MT-----				3	\$315.00			
N 13	6	10/08/12	10/09/12	M-F 430p-5p	430p-5p		:30			NM	2	\$770.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/08/12	10/14/12	MT-----				2	\$385.00			
N 14	6	10/08/12	10/09/12	M-F 5p-530p	5p-530p		:30			NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/08/12	10/14/12	MT-----				1	\$500.00			
N 15	6	10/08/12	10/09/12	M-F 530p-6p	530p-6p		:30			NM	1	\$485.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/08/12	10/14/12	MT-----				1	\$485.00			
N 16	6	10/08/12	10/09/12	M-F 6p-630p	6p-630p		:30			NM	2	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/08/12	10/14/12	MT-----				2	\$550.00			
N 17	6	10/08/12	10/09/12	M-F 9-930p	9p-930p		:30			NM	1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/08/12	10/14/12	MT-----				1	\$1,400.00			
N 18	6	10/08/12	10/09/12	M-F 9-930p	9p-930p		:30			NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/08/12	10/14/12	MT-----				1	\$2,000.00			
N 19	6	10/08/12	10/09/12	M-F 10p-1035p	10p-1035p		:30			NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/08/12	10/14/12	MT-----				2	\$1,200.00			
N 20	6	10/06/12	10/06/12	Sa 930p-10p	930p-10p		:30			NM	1	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/01/12	10/07/12	-----S-				1	\$1,050.00			
N 21	6	10/06/12	10/06/12	Sa 10p-1035p	10p-1035p		:30			NM	1	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/01/12	10/07/12	-----S-				1	\$1,050.00			
N 22	6	10/06/12	10/06/12	College Football on	various		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/01/12	10/07/12	-----S-				1	\$1,000.00			
N 23	6	10/06/12	10/06/12	College Football on	various		:30			NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/01/12	10/07/12	-----S-				1	\$1,800.00			
N 24	6	10/07/12	10/07/12	Su 5-530p News	5-530p		:30			NM	1	\$725.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/01/12	10/07/12	-----S				1	\$725.00			
N 25	6	10/07/12	10/07/12	Su 530-6p News	530-6p		:30			NM	1	\$765.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/01/12	10/07/12	-----S				1	\$765.00			
N 26	6	10/08/12	10/08/12	FOX Prime Monday 7-8	7p-8p		:30			NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/08/12	10/14/12	M-----				1	\$3,500.00			
N 27	6	10/09/12	10/09/12	FOX Prime Tuesday 7-	7p-8p		:30			NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/08/12	10/14/12	-T-----				1	\$2,000.00			
Totals											36	\$30,030.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
581488 /	09836774

Contract Dates	Product	Estimate #
10/05/12 - 10/09/12	ROMNEY FOR PRESID	288

Advertiser	Original Date / Revision
Romney/R/ President	10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
10/01/12 - 10/09/12		36		\$30,030.00		\$25,525.50						
Totals		36		\$30,030.00		\$25,525.50						

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WITI - Milwaukee

Date:

9/11/12

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
*see schedules for Sept. 12-Nov. 6					

Total Charges: *see schedules for Sept. 12-Nov. 6

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Stephanie Kincaid (on behalf of Romney for President, Inc.)
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

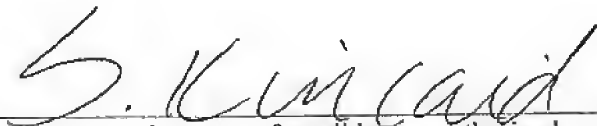
☒ **does**

☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Stephanie Kincaid

printed name

9/11/12

date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Romney for President, Inc.

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Darrell Crate

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/11/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Check Number
5552

TOTALS:	\$29,129.50	\$29,129.50	\$0.00	\$0.00	\$29,129.50
---------	-------------	-------------	--------	--------	-------------

5552

AMOUNT
\$29,129.50

5021 N Green Bay Road
Mauke, WI 53209

Booby T. Patr

05600947902100111547

Check Number
5552

TOTALS:	\$29,129.50	\$29,129.50	\$0.00	\$0.00	\$29,129.50
---------	-------------	-------------	--------	--------	-------------